Cohn & Wolfe

225 PARK AVENUE SOUTH, NEW YORK, NY 10003 212 [illegible]

September 16, 1992

To: Gigi Vera
Fr: Shelly Miller
Re: **B&H PRESS BRIEFING ATTENDANCE AND PROGRAM COVERAGE**
cc: JFrew, MCurran, MSmith

Gigi, following is a list of placements for the B&H Blues and Rhythm program as well as a status of those we expect in the upcoming weeks. We anticipate other placements to be generated from continued aggressive media follow-up and will keep you updated on a weekly basis.

Attached is a list of media who attended the press briefing.

I. PLACEMENTS

* **USA TODAY** (circ.: 1,427,604), September 15 - We secured the entire Life Section Tip-off announcing and outlining the 1992 program. Usually there are two Tip-offs, but we were able to secure the entire space.

* **ABC RADIO NETWORK** (aud.: 21,000,000), September 16 - Our contact from the network interviewed Dr. John, John Campbell and Alyson Williams at the press briefing. The feed went out three times and included an overview of the program and three artist interviews.

II. UPCOMING PLACEMENTS

* **REUTERS** - Reporter submitted article on the program to editor; unsure of when article will run over the wire.

* **UPI** - Spoke to writer today and he plans to write article tomorrow; wire date TBD.

* **WNEW-FM** - We accompanied Dr. John to the studio for a 30 minute interview and piano playing session. The interview will run this Saturday morning.

* **WBAI-FM** - They interviewed Dr. John at the press conference to run on program this week; air date TBD.

* **NEWARK STAR LEDGER** - There will be a program announcement and local club dates in the Thursday, September 17 edition.

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* **HOME NEWS** - Writer would like to interview PM and Festival spokesperson by phone about why New York parties are private. Article about program announcement is complete except the answer to that question; issue date TBD.

* **PERFORMANCE** - The next issue of the magazine will include an article on the program announcement.

* **CASHBOX** - The "East Coast" column will be about the program in the October 3 issue.

* **AMUSEMENT BUSINESS** - They are planning to do a program announcement article in upcoming issue.

* **IEG NEWSLETTER** - The September 21st issue of the newsletter will include an article on the program with interviews from Philip Morris and Festival spokespersons.

* **IMPACT MAGAZINE** - Upcoming issue to include reference to B&H program in a profile piece on Cece Peniston.

III. PENDING PLACEMENTS

* **MTV NEWS** - Photographer who services MTV News was present at press conference; working with producer of news on announcement of 1992 program.

* **NEW YORK POST** - Submitted item on Dr. John to Page Six column.

* **DAILY NEWS** - Submitted information on New York concert to editor for "This Just In..." item.

* **NEWSDAY** - Sent press kit to music writer; not sure what he will do with it yet. Plans to preview or review concert at The Paramount and run listing or teaser.

* **NEW YORK TIMES** - Style section writer wrote article about Dr. John several weeks ago; we sent press materials and information specific to Dr. John's involvement with the program for their consideration. Also sent press kits to several key music writers.

* **ASSOCIATED PRESS** - Mary Campbell wrote an article about Dr. John several weeks ago which hasn't run on the wire yet; we are working with her to gain inclusion of his involvement with B&H.

* **WALL STREET JOURNAL** - Sent press kit to Leisure and Arts section editor; editor has not committed to placement yet.

* **HOLLYWOOD REPORTER** - Sent press kit to NY bureau chief; said he is considering writing an article on the program announcement.

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* **VARIETY** - Sent press kit and editor is considering an article on program announcement.

* We are servicing the following entertainment and music trade publications with photos from the press briefing:

  Amusement Business
  Cashbox
  Music Connection
  Music Express
  Hits
  Impact Magazine
  East Coast Rocker
  Performance

IV. MEDIA ACTIVITY

* We will work this week to coordinate media luncheon with Alyson Williams and Chris Walker with the African American press.

* We are servicing all national and New York media that did not attend the press briefing with press materials.

* We are distributing localized press kits to entertainment and assignment media in Atlanta, Chicago, Detroit and Cincinnati.

* We are working to set up telephone interviews for headline concert market media with program artists.

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